



PATIENT'S SATISFACTION TOWARDS EXCELLENT SERVICE IN PUBLIC HEALTH CENTER PADANG, INDONESIA

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ABSTRACT

The development of technology and information causes people's knowledge to increase, people are more selective in choosing the service facilities they use. This study aims to determine the effect of excellent service on patient satisfaction at Public Health Center Padang city. This type of research is quantitative with an explanatory research approach. Collecting data using a questionnaire, a total sample of 110 patients was taken using a proportional random sampling technique. Univariate analysis was performed to determine patient characteristics and multivariate analysis using multiple linear regressions to determine the effect. The results obtained from the multiple linear regression test show the effect of variable excellent service simultaneously on patient satisfaction with a significance value of $0.000 < 0.05$, and it contributes to patient satisfaction by 68.6%. The resulting models from the *stepwise* method are models 1,2,3 and 4. In model 4, which is the last model, it shows that of the five variables of excellent service, one has a significant effect on patient satisfaction, namely the tangible variable with a significance value of $0.000 < 0.05$. It is hoped that the Public Health Center in the city of Padang can pay attention to aspects of improving the quality of services, specifically paying attention to the tangible conditions in the Public Health Center so that they can give satisfaction to patients.

Keywords: *Excellent Service, Patient's Satisfaction, Public Health Center*

INTRODUCTION

The development of technology and information causes people's knowledge to increase, people are more selective in choosing the service facilities they use. The selection of these service facilities is usually taken by the community by utilizing assistance from various kinds of media which are then taken into consideration in making decisions about services to be used.

As much as 23.2% of the people living on the islands of Java and Bali stated that they were not or less satisfied with outpatient health services. Following the results of the survey above, it can provide an idea that health services for people in Indonesia are not optimal. The dissatisfaction of the people on the two islands in receiving health services cannot be separated from the quality of the health human resources who provide it. Pohan

(2007), Patient satisfaction is a level of patient feelings that arise as a result of the performance of health services obtained after the patient compares with what is felt. Patients will feel satisfied if the health service performance obtained equals or exceeds expectations.

The number of Public Health Center in West Sumatra in December 2017 was 269, consisting of 91 inpatient Public Health Center and 178 non-inpatient Public Health Center. Meanwhile, there are 23 Public Health Center in Padang, including 7 inpatient and 16 non-inpatient. Ideally, the ratio of Public Health Center to population is 1: 30,000. This means that 1 (one) Public Health Center is for 30,000 residents. When compared with the total population of Padang City of 939,112 people in 2018, it should be

that there are 30 Public Health Center that are evenly distributed.

The results of Nuviana's (2018) study, which analyzed the effect of service quality on patient satisfaction, showed that tangible, reliability, responsiveness, assurance, empathy (empathy) had a significant and positive effect on patient satisfaction. The results of Rismayanti's (2018) study, which examined the effect of service quality on patient satisfaction, also showed that all aspects of service quality had a positive and significant effect on patient satisfaction at the UPTD Kesehatan Public Health Center Bojo Baru, Barru Regency. Therefore, policymakers need to pay attention to reliability, assurance, tangibles, empathy, and responsiveness to increase patient satisfaction at the UPTD Kesehatan Public Health Center Bojo Baru, Barru Regency.

According to research Simanjuntak, Andayani, and Syahrial (2012) who cite Kusumapradja (2006), 70% of the causes of customers are not satisfied with health services are due to human behavior, for that it is necessary to make improvements in the organizational culture so that every health worker is able to carry out excellent service. Excellent service is to give customers what they really expect when they need it, in the way they want. This excellent service can only be achieved by an implementation which includes practical components that are: discipline, initiative, response, communication, and cooperation and based on a "caring" attitude, namely emphasizing persistence, generosity, promises of

responsibility that have the strength or motivation to do efforts to provide protection and enhance the dignity of clients.

Therefore, this study was conducted to analyze the effect of excellent service on patient satisfaction at the Public Health Center.

MATERIAL AND METHODS

This type of research is quantitative research, the research method used is a survey with an explanatory research approach. The population in this study were all outpatients during the study period. The samples taken in this study were outpatients at 4 Public Health Center in the city of Padang. The selection of Public Health Center is based on the visit rate, 2 Public Health Center with the highest visit rate, and 2 Public Health Center with the lowest visit rate. The number of samples in this study was 110 people who were taken using a proportional random sampling technique. In this study, the tools for collecting data used a structured questionnaire with closed questions, namely questions whose possible answers had been predetermined and respondents were not allowed to provide other answers. The data that has been collected is then processed by editing, coding, tabulating, and entry. Univariate analysis was conducted to describe the characteristics of the respondents. Multivariate analysis was performed to test the effect of each independent variable on the dependent variable or simultaneously to the dependent variable using multiple linear regression statistical tests.

RESULTS

Respondent Characteristics

Table 1
Respondent Characteristics

No	Characteristics	Age
1	Minimum	16
2	Mean	38
3	Maximum	68

Table 1 shows that the respondents in this study were 38 years old on average, the lowest

age of the respondents was 16 years, while the highest was 68 years.

Table 2. Distribution of Respondents Based on Gender, Education, Employment and Payment Status (n = 110)

No.	Characteristics	F	Percentage (%)
1	Gender		
	Male	45	40.9
	Female	65	59.1
	total	110	100
2	Education		
	Primary School	5	4.5
	Secondary School	70	63.6
	Higher Education	35	31.8
	total	110	100
3	Occupation		
	Civil servants	7	6.4
	Self-employed	67	60.9
	Farmer	6	5.5
	Labor	3	2.7
	Etc	27	24.5
total	110	100	
4	Payment status		
	Self-payment	12	10.9
	Askes	5	4.5
	BPJS	93	84.5
total	110	100	

Table 2 shows the characteristics of the respondents based on gender, education, occupation, and payment status. The percentage of female gender reached 59.1%, meaning that more than half of the total respondents were women, while the rest were men at 40.9%. Most of the respondents have

secondary level education with a frequency of 70 (63.6%), followed by a high education level of 35 people (31.8%), and a low level of education of 5 people (4.5%). Generally, the respondent's job is self-employed (60.9%) and most of the respondents' payment status uses the BPJS (84.5%).

Patients' Satisfaction Towards Excellent Service at Public Health Center Padang City

Table 3. The Influence of Excellent Service Towards Patient Satisfaction

Variables	Coefficients Regression	t	Sig.
(Constant)	-1.863		
Attitude of Personnel	0.530	5.028	0.000
Reliability	-0.112	-0.935	0.352
Empathy	0.283	2.417	0.017
Cost	0.609	6.824	0.000
Tangible	0.309	2.799	0.006
F	= 45.418		0.000
R Square	= 0.686		

Table 3 shows the F value of 45.418 with a probability of $0.000 < 0.05$, which means that there is a significant effect of the excellent service variable simultaneously toward patient

satisfaction. The results of the analysis also show that the coefficient of determination R square is 0.686 (68.6%). This implies that the variable attitude of personnel, reliability,

empathy, cost and tangible simultaneously gave an effect of 68.6% on the patient satisfaction variable. While the remaining 31.4% is influenced by other factors that were not examined, in this case the patient characteristics (age, gender, occupation, level of education). When viewed in each variable,

there is one excellent service variable that has no effect on patient satisfaction, namely the reliability variable with a probability of $0.352 > 0.05$. Therefore, the reliability variable is not included in the model obtained as shown in Table 4.

Table 4. Results of Multiple Regression Statistical Analysis

Model	R Square	F	Sig.
1 Tangible	0.671	69.644	0.000
Cost			
Attitude of Personnel Empathy			
2 Tangible	0.658	72.401	0.000
Cost Attitude of Personnel			
3 Tangible Cost	0.567	70.984	0.000
4 Tangible	0.386	56.620	0.000

R Square = 0.686

DISCUSSION

From the regression results obtained in table 3, it can be seen that the constant coefficient is -1.863. A constant value that is negative means that if there is no excellent service variable (attitude of personnel, reliability, empathy, cost, and tangible) then patient's satisfaction will experience a decrease by 1.863. The attitude of personnel coefficient is 0.530. The attitude of personnel variable has a positive value of 0.530, it can be explained that if the attitude of the personnel has increased by one unit, patient satisfaction will increase by 53%. The reliability variable has a negative coefficient value of -0.112, it can be explained that if there is no reliability variable, patient satisfaction will decrease by 11.2%. This shows that the reliability variable only contributes 11.2% so it does not have a high significance for patient satisfaction. The empathy variable has a positive value of 0.283, it can be explained that if empathy increases by one unit, patient satisfaction will increase by 28.3%. The cost variable has a positive value of 0.609. It can be explained that if the cost increases by one unit, patient

satisfaction will increase by 60.9%. The tangible has a positive value of 0.309. It can be explained that if tangible has increased by one unit, patient satisfaction will increase by 30.9%.

It can be concluded that from the results of the analysis of each variable, it is found that the variables that give the most dominant influence sequentially are cost (60.9%), attitude of personnel (53%), tangible (30.9%), empathy (28.3%) and reliability (11.2%). The cost has a big influence showing that cost has an important role in providing satisfaction to patients. Patients hope to get good service in line with the costs they pay. BPJS Kesehatan has an important role in providing satisfaction to patients, in other words, patients who have BPJS Kesehatan and who get good service tend to be satisfied.

Table 3 shows the simultaneous influence (together) of excellent service variables (attitudes of personnel, reliability, empathy, cost, and tangible) on patient satisfaction at the Public Health Center Padang city, with a significance of $0.000 < 0.05$. It can also be seen that the contribution given by the excellent service variable to patient satisfaction is 68.6%. While the rest can be

influenced by external factors or other variables not examined by 31.4%. Furthermore, the variables not studied that could also influence patient satisfaction were age, gender, education level, occupation, and payment status.

The results of Nuviana's (2018) study, which analyzed the effect of service quality on patient satisfaction, showed a significant and positive effect on patient satisfaction. This is also in line with research conducted by Rismayanti (2018), which examines the effect of service quality on patient satisfaction, showing that tangible variables include adequate physical facilities, infrastructure that supports service, the pleasant appearance of officers (clean clothes, neat, smiling and well-spoken) has a positive and significant effect on patient satisfaction. This means that the more tangible health workers provide health services to patients, the patient's satisfaction will increase.

Furthermore, in table 4, there are 4 models obtained from multiple linear regression analysis using the *stepwise* method. The *stepwise* method is to enter the predictor gradually based on the significant F value (<0.05). Variables are added to the model as long as their p-value is less than 0.05, and variables with a p-value of more than 0.05 are omitted. So, based on the results obtained in this study, there is only one variable left in the last model (model 4), namely the tangible variable. This means that the significant variable based on the model obtained is a tangible variable with a significance value of $0.000 < 0.05$.

The model 1 shows the effect of tangible, costs, attitudes of personnel, and empathy all together toward outpatient satisfaction at the Public Health Center Padang city. The determinant coefficient value (R Square) shows a value of 0.671. This means that 67.1% of patient satisfaction can be explained by tangible, costs, attitudes of personnel, and empathy, while the remaining 32.9% is explained by other factors not examined, such as patient characteristics (age, gender, education, occupation, and payment status).

The model 2 shows the effect of tangible, costs, and attitudes of personnel all together toward the satisfaction of outpatients at the

Public Health Center in Padang city. The value of the determinant coefficient (R Square) shows a value of 0.658. This means that 65.8% of patient satisfaction can be explained by tangible, costs, and attitudes of personnel, while the remaining 34.2% is explained by other factors not studied, such as patient characteristics (age, gender, education, occupation, and payment status).

The model 3 shows the effect of tangible and costs all together toward outpatient satisfaction at the Public Health Center in Padang city. The value of the determinant coefficient (R Square) shows a value of 0.567. This means that 56.7% of patient satisfaction can be explained by tangible and cost variables, while the remaining 43.3% is explained by other factors not studied, such as patient characteristics (age, gender, education, occupation, payment status).

In model 4 as well as the final process of determining the best model which shows the significance of the influence of the excellent service variables towards the patient satisfaction variable. Model 4 proves that the tangible variable has a significant effect towards outpatient satisfaction at Public Health Center Padang City with a significance value of $0.000 < 0.05$. The value of the determinant coefficient (R Square) is 0.386. This means that 38.6% of patient satisfaction is explained by tangible variables, while the remaining 61.4% is explained by other factors not included in this study. In line with the research conducted by Hermanto (2010), which states that facility support is very important in determining the patient's health condition indirectly, because an unclean environment will trigger new diseases (nosocomial infections), especially in mothers who receive clinical procedures (Operations, curettage, childbirth, NGT installed, catheter, infusion, and others).

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they really expect when they need it, in the way they want. This excellent service can only be achieved by an implementation which includes practical components that are: discipline, initiative, response, communication, and cooperation and based on a "caring" attitude, namely emphasizing persistence, generosity, promises of responsibility that have the strength or motivation to do efforts to provide protection and enhance the dignity of clients.

Therefore, policymakers need to pay attention to tangible, costs, attitudes of personnel, and empathy to increase patient satisfaction at Public Health Center Kota Padang. Likewise, the Public Health Center in the city of Padang continues to strive to improve and develop the quality and reliability of human resources ranging from doctors, nurses, midwives, and other medical personnel.

CONCLUSION

The excellent service variables simultaneously have a significant influence on patient satisfaction with a significance value of $0.000 < 0.05$ and contribute 68.6%. So it is hoped that the Public Health Center Padang city can pay attention to aspects of improving quality services and providing satisfaction to patients. The results of multiple linear regression tests produce the best model to see the significance of the influence of the excellent service variable. The variables included in model 1 are tangible, cost, attitudes of personnel, and empathy. There is one variable that is excluded from this model because the significance value is greater than 0.05, namely the reliability variable. The variables entered in model 2 are tangible, costs, and attitudes of personnel. There is one variable that is excluded in this model, namely the empathy variable. The variables included in model 3 are tangible and costs, there is one variable that is issued in this model, namely the variable of attitudes of personnel. In model 4 at the same time, it is the conclusion of the best model to see the significance of the influence of the excellent service variable toward patient satisfaction, there is only 1 (one) variable left, namely the tangible variable. Variable costs are excluded

from this model. Therefore, it is important for the authorities and policymakers, especially in the Public Health Center in Padang to pay attention to the physical conditions in the Public Health Center.

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